



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Programmazione Economica e Politiche del Turismo

2223-1-F7601M052-F7601M044M

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#### Learning objectives

The aim is to develop an understanding of the following factors affecting the tourism sector: (i) destination management; (ii) market failures and public policies.

#### Contents

Microeconomic and macroeconomic analysis of tourism in order to learn the key factors driving destination management and public policies.

#### Detailed program

- Tourism product, demand and seasonality.
- Tourism destination
- Destination management
- Public goods, externalities and tourism taxation
- Tourism taxation and natural resources
- Tourism and the multiplier effect
- Tourism activities: example of market failures
- Case studies

#### Prerequisites

none

### **Teaching methods**

The course will be taught through lectures in class.

### **Assessment methods**

The exam is written only (consisting of an open ended questions) and lasts 20 minutes.

### **Textbooks and Reading Materials**

- Candela, G. and Figini, P. (2010) "Economia del turismo e delle destinazioni", McGraw-Hill.

### **Semester**

First term

### **Teaching language**

Italian

### **Sustainable Development Goals**

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